

To: 1210 - New York ROU (ALVICA)
From: Li, J G.
Posted: 11/22/96 21:27
Opened: 11/25/96 8:49
Subject: RE: THANK YOU



DEAR TEAM ROU, I WAS WATCHING A PROGRAM RECENTLY ON PUBLIC TELEVISION CHANNEL 13. THE PROGRAM WAS ABOUT DETROIT AND THE US CAR INDUSTRY. IN MY MIND THERE ARE MANY PARALLELS TO THE CAR INDUSTRY AND THE TOBACCO INDUSTRY.

IN PARTICULAR, THERE ARE SIMILARITIES BETWEEN FORD AND RJR. WHEN FORD INTRODUCED THE TAURUS MODEL IN 1984, THE COMPANY PRESIDENT HAD A VISION....HE WANTED TO IMPROVE QUALITY AND CAPTURE SALES. HERE AT RJR, WE ARE ALSO ON THE CUSP OF A NEW ERA. THERE ARE SEVERAL PRODUCT LINES THAT WILL BE RE POSITIONED IN THE FUTURE, WE ALSO HAVE A NEW PRODUCT BEING TESTED IN TENNESSEE. I'M EXCITED. THERE IS WORK TO BE DONE, SALES TO BE MADE, AND PROFITS TO BE EARNED. I RECENTLY CELEBRATED MY 20TH ANNIVERSARY WITH THE COMPANY AND THE WORKING CLIMATE HAS NEVER BEEN BETTER. WITHOUT THE SUPPORT OF MY FELLOW EMPLOYEES AT TEAM ROU.....I CANNOT ADEQUATELY FACE THE CHALLENGES AHEAD.....SO I RAISE MY GLASS AND SALUTE YOU.....THANKS FOR A JOB WELL DONE.....THANK YOU TEAM ROU ! SINCERELY, JIMMY LI P .S . ANN, PLEASE SHARE THIS WITH THE REST OF TEAM ROU. THANKS!

<u>Sales</u>	<u>Retail</u>
1221 _____	1222 _____
1222 _____	1223 _____
1223 _____	1226 _____
1224 _____	1229 _____
1225 _____	ROM
1226 _____	PC SC
1229 _____	MC PA
1240 _____	
1244 _____	RSM RBM

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